



# War Lecture Bureau

BY AUTHORITY OF THE ASSOCIATE DIRECTOR OF PUBLIC INFORMATION, OTTAWA.

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BULLETIN No. 16.

# VICTORY LOAN OF 1918

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OCTOBER 12, 1918.



## TO THE SPEAKERS OF THE WAR LECTURE BUREAU.

We are calling upon our corps of volunteer war speakers to help the Victory Loan.

The War Lecture Bureau was organized for just such an objective as this. Its speakers can be of the greatest possible assistance if they mobilize afresh and tell the message to the people of Canada that their Government wants \$500,000,000 to help win the war.

No one who is not in the front line can do greater service to the cause for which our boys are fighting than to make it possible for the boys to "carry on."

The proposition is simple. The army must have food, and the army must have shells. These can only

be bought at a price. Those of us who stay at home must pay that price. It is the least we can do.

A word of suggestion. The Local Chairmen and the Secretaries of the War Lecture Bureau have been asked to get in touch with the Victory Loan Committees in the provinces, a list of which will be found on this page.

During the Victory Loan campaign, the machinery of the War Lecture Bureau has been placed unreservedly at the service of the Victory Loan. The closest co-operation in team work between the War Lecture Bureau and the Victory Loan Committees is necessary in order to avoid duplication of effort and overlapping and to ensure the best results.

Victory Bonds are insurance against defeat; we pay the premiums now, out of our savings, and get the capital sum with interest, after Victory is assured.

In the last Victory Loan, the boys overseas subscribed a million and a half! If they can both FIGHT AND PAY, surely we can PAY and PAY WELL!

ADDRESSES OF THE PROVINCIAL VICTORY LOAN COMMITTEE, INCLUDING THOSE FOR THE CITIES OF TORONTO AND MONTREAL.

(Revised as at September 19.)

BRITISH COLUMBIA—

Executive Committee  
Victory Loan 1918,  
Canada Life Bldg.,  
640 Hastings Street, W.,  
Vancouver, B.C.

NORTHERN ALBERTA—

Executive Committee  
Victory Loan 1918,  
C.P.R. Building,  
Edmonton, Alta.

SOUTHERN ALBERTA—

Executive Committee  
Victory Loan 1918,  
6th floor, Southam Ch'mbrs  
Calgary, Alta.

SASKATCHEWAN—

Executive Committee  
Victory Loan 1918,  
1819 Scarth Street,  
Regina, Sask.

MANITOBA—

Mr. J. M. Black,  
Chairman Publicity Committee  
Victory Loan 1918,  
Northern Crown Bank  
Bldg.,  
Portage Ave and Fort St.,  
Winnipeg, Man.

ONTARIO—

Mr. F. J. Coombs,  
Chairman Ontario Publicity  
Committee  
Victory Loan 1918,  
84 King St. East,  
Toronto, Ont.

CITY of TORONTO—

Mr. J. W. Mitchell,  
Chairman, Toronto Executive  
Committee  
Victory Loan, 1918,  
14 Victoria Street,  
Toronto, Ont.

QUEBEC—

Quebec Executive Com'tee  
Victory Loan 1918,  
142 Notre Dame St. West,  
Montreal, Que.

CITY of MONTREAL—

Montreal Executive Committee  
Victory Loan 1918,  
Eastern Township's Bank  
Bld'g, Montreal, Que.

NEW BRUNSWICK—

Executive Committee  
Victory Loan 1918,  
St. John, N.B.

NOVA SCOTIA—

Executive Committee  
Victory Loan 1918,  
Provincial Building,  
Halifax, N.S.

PRINCE EDWARD ISL'D—

Mr. C. H. B. Longworth,  
Chairman, Executive Committee  
Victory Loan, 1918,  
Eastern Trust Bldg.,  
Charlottetown, P.E.I.





Ottawa, October 4, 1918

To the Speakers of the War Lecture Bureau:

I have been greatly gratified to learn that the speakers of the War Lecture Bureau will, for the next month or so, concentrate their efforts on the Victory Loan. Acting in conjunction with the various local Victory Loan Committees, I am sure that your active assistance will be of the greatest value.

It would be difficult to over-estimate the importance of an overwhelming response by the Canadian people in this great campaign. To put the situation as briefly as possible, Canada relies upon the Victory Loan to enable her to "carry on" in all departments of her war effort.

The appeal is to all classes of the community, from those who can subscribe in large sums to those who can contribute only the smallest amount. The "small" subscriptions are of the utmost importance. In the Victory Loan last year, over one-half of the amount obtained came from the 800,000 people who subscribed in sums of \$5,000 and less. Our aim this year is at least five hundred millions from more than one million subscribers.

Again expressing my appreciation of your valued co-operation in this most important national undertaking, I am,

Yours faithfully,

A handwritten signature in dark ink, appearing to read "L. S. White", written over a horizontal line.

Minister of Finance.



## SIR ARTHUR CURRIE TO THE CANADIAN CORPS.

The following Special Order of the Day was sent by Lieut.-General Sir Arthur Currie to the Canadian Army Corps at a critical time in the great offensive. This splendid message speaks for itself:—

"The first stage of the Battle of Amiens is over, and one of the most successful operations conducted by the Allied Armies since the war began is now a matter of history. The Canadian Corps has every right to feel more than proud of the part it played. To move a corps from the Arras front and in less than a week launch it in battle so many miles distant was in itself a splendid performance.

Yet the splendour of that performance pales into insignificance when compared with what has been accomplished since Zero hour on August eighth. On that date the Canadian Corps to which was attached the Third Cavalry Division, the Fourth Tank Brigade, the Fifth Squadron, R.A.F.,—attacked on a front of seventy-five hundred yards. After a penetration of twenty-two thousand yards the line rests to-night on a ten-thousand yard frontage.

Sixteen German Divisions have been identified of which four have been completely routed. Nearly one-hundred and fifty guns have been captured, while over one thousand machine guns have fallen into our hands. Ten thousand prisoners have passed through our cages and Casualty Clearing Stations, a number greatly in excess of our total casualties. Twenty-five towns and villages have been rescued from the clutch of the invaders.

Canada has always placed the most implicit confidence in her army. How nobly has that confidence been justified, and with what pride has the story of your gallant success been read in the homeland. This magnificent victory has been won because your training was good, your discipline was good, your leadership was good. Given these three, success must always come.

From the depths of a very full heart I wish to thank all staffs and services—the Infantry, the Artillery, the Cavalry, the Engineers, the Machine Gunners, the Independent Force, consisting of the Motor Machine Gun Brigades and the Cyclists, the Tank Battalions, the R.A.F., the Medical Services, the Army Service Corps, the Ordnance Corps, the Veterinary Services, the Chaplain Services, for their splendid support and co-operation, and to congratulate you all on the wonderful success achieved.

Let us remember our gallant dead whose spirit shall ever be with us, inspiring us to nobler effort, and when the call again comes, be it soon or otherwise, I know the same measure of success will be yours."

THESE ARE THE MEN FOR WHOM WE ARE RAISING  
THE VICTORY LOAN!

Do you want peace? Then BUY it. Every Victory Bond is a stepping-stone toward LASTING peace.

## WAR LOANS OF THE ALLIES.

### CANADIAN WAR LOANS.

The Canadian Government, since the commencement of the war, has issued domestic loans as follows:—

	Amount subscribed.	No. of Subscribers.
1. ....	\$ 97,000,000	24,862
2. ....	97,000,000	34,526
3. ....	142,000,000	41,000
4. 1st Victory Loan.....	401,000,000	\$20,035

### BRITISH WAR LOANS.

In Great Britain the excess of expenditure over revenue has been met largely by three War Loans of which:

	Amount subscribed.	No. of subscribers.
The 1st was.....	£ 350,000,000	not given.
The 2nd was.....	616,000,000	1,110,000
The 3rd was.....	*1,009,000,000	5,289,000

\* This included £130,000,000 of converted exchequer bonds.

### UNITED STATES WAR LOANS.

The following gives details with regard to three Liberty Loans raised in the United States:

Liberty Loans.	Subscribed.	Accepted.	Subscribers.
First Loan.....	\$3,035,226,850	\$2,000,000,000	4,000,000
Second Loan.....	4,617,532,300	3,808,766,150	9,400,000
Third Loan.....	4,170,019,650	4,170,019,650	17,000,000

(The Campaign for the 4th Liberty Loan is now in progress.)

War is a terribly expensive thing; but the cheapest thing about it is the money that it costs.

## GREAT BRITAIN'S FINANCIAL EFFORT.

Britain's average daily expenditure is £6,600,000.

The following comparative figures are an index to Britain's financial effort:—

	Total Revenue.	Total Expenditure.
1913-14.....	£ 198,243,000	£ 197,492,700
1914-15.....	270,332,000	1,113,654,000
1915-16.....	336,767,000	1,559,153,000
1916-17.....	573,428,000	2,198,113,000
1917-18.....	707,235,000	2,696,221,000

In August 1914, the National Debt was £645,000,000. On March 31st, 1918, it was £5,850,000,000.

Of this sum £1,100,000,000 was represented by loans to Allies, and £160,000,000 by loans to the Dominions.

Great Britain's war expenditure to March 31st, 1918, was over £6,200,000,000.



## WHAT THE LAST VICTORY LOAN DID.

The Victory Loan of 1917 gave Canada about \$400,000,000. Practically all of this has been spent in Canada, and in Canada's effort in the war.

Through the Victory Loan the Government has established a credit of \$25,000,000 per month to keep our munition plants in operation.

It has made possible the Government programme for the expenditure of about \$50,000,000, for ships which are to be built in this country.

By means of the Victory Loan, an aeroplane industry has been established in Canada, and machines are now being turned out constantly for use overseas.

A large proportion of the Western wheat crop will be financed in 1918 from the Victory Loan.

A good example of what the Victory Loan is able to accomplish can be found in the case of our cheese production for 1917. The exportable surplus of Canadian cheese is valued at about \$40,000,000. The Victory Loan made it possible to sell that surplus last year for cash; without the loan it would have wanted a market.

Hundreds of instances can be given to show how the last Victory Loan and the present Victory Loan are necessary to keep the wheels of Canada turning, and to make her an efficient part of the war machinery of the Allies.

### Details of the Last Victory Loan.

	Popula- tion.	Number of Sub- scribers.	Per Capita.	Amount Subscribed.	Sub- scription per Capita.
Alberta.....	496,000	56,117	1 in 8.8	\$16,515,150	\$33.29
British Columbia	394,000	50,563	1 in 7.8	18,814,700	47.75
Manitoba.....	555,000	78,856	1 in 7.0	32,326,600	58.25
New Brunswick.	350,000	26,469	1 in 13.2	10,463,350	29.89
Nova Scotia.....	508,000	39,521	1 in 12.8	18,588,150	36.59
Ontario.....	2,582,000	263,000	1 in 7.11	204,185,400	79.08
Quebec.....	2,263,000	126,534	1 in 17.88	94,287,250	41.66
Prince Edward Island.....	93,000	5,300	1 in 17.54	2,331,350	25.07
Saskatchewan....	650,000	73,675	1 in 8.82	21,777,050	33.50
	7,891,000	820,035	1 in 9.62	419,289,000	53.13

### Why a New Victory Loan is Needed.

Revenue obtained from taxation provides for only a small proportion of war expenditure. Much larger sums are required and these must be obtained from what remains of income and wages after provision is made for subsistence and taxation. It is quite clear, therefore, that the whole duty of a citizen is not fulfilled merely by paying his taxes. Whether his income be large or small, whether it be derived from profits or from wages, it is imperative that not a dollar of it should be diverted to unnecessary expenditures.

The Government will require this year to borrow from the people \$500,000,000 and it will be necessary for all classes to make preparations for providing that amount. The only sound way in which this can be done is to cut down personal expenditures and set aside the sums saved, however small, to apply on the new loan. It is quite practicable with moderate frugality to supply the Government with the funds needed, and it is essential that we should do so if we are to maintain a part worthy of a people with a country of so much natural wealth and one which, thanks to the sacrifices of our men at the front, has been so free from physical harm.

### ILLUSTRATIVE SPEECH No. 1.

For the next three weeks as a nation we have one simple definite objective, \$500,000,000.

We want one million citizens to help gain that objective.

\$500,000,000 is a great deal of money to ask from a country with four years of war behind it. One million is a vast army to find in a nation of barely eight millions—one out of eight of our whole population.

But we are going to get this half billion dollars. Why?

Because the Government must have it—every dollar of it—to buy food, clothing, shells, blankets and medicines for our army—"the finest fighting force of its size in the world."

We are going to get the half billion dollars because our boys at the front have set us a standard of self-sacrifice which is both our glory and our shame. By their gallantry at the front, they have put it up to us at home and we must not fail. We can refuse to do nothing which we are asked to do, while they keep their bodies between us and the Hun.

We are going to get this half billion, because it is a reasonable thing that we are asked to do. Last year we raised \$400,000,000 and eight hundred thousand of us joined in doing it. This year we are asked to do only a little better. What this country has done once, she can do again and with the "little better" thrown in.

We are going to get this half billion, because we know too well that victory can only be won at a price. It is a double price, the price of blood and treasure, but without the treasure, the blood will be wasted. The more we pay, and the quicker we pay, and the more cheerfully we pay, the sooner the bloodshed will be over.

We are going to get this half billion, because we want the world to know that at home in Canada we are still "in it." Everyone knows names like "St. Julien," and "Vimy" and what they stand for. Let the world know now that Canada can still back up the boys who gave these words their lustre and their fame.

The objective I said was simple. What do you need to gain it?—two things:



## 1. TEAM WORK.

## 2. SELF SACRIFICE.

These are the two things which make an army effective. These are the two things which will bring victory to the Allied armies.

**TEAM WORK.** The spirit of "get together"—call it by a larger word if you will—"co-operation"—it was what won football matches in our youth. It is what wins battles in the field. It is what wins the struggle which must go on at home. It is what will win the war!

The Victory Loan is a great opportunity for team work,—in the organization which will make this financial campaign a success, there is no room for knockers, or slackers, or pessimists. There is a chance for every one to make himself a part—small or great—of the machinery of this big drive.

**SELF SACRIFICE.** But team work is nothing without self-sacrifice. All the enthusiasm, and all the keenness, and the co-operation, and the organization in the world is no good to an army unless the man with the bayonet and the officer who leads him are willing to lose themselves in order that the Cause may win.

In the same way, all the speeches and posters and all the efforts of canvassers are of no use unless the individual,—unless you and I—are willing to give what we can and then a "little more" to help roll up the fund that is going to give our Government the means to "carry on".

Our 45,000 Canadian dead appeal to us to remember them in deeds as well as words. One of this immortal army has left us a message which all of you have heard a hundred times, and which most of you know by heart. I am going to repeat it, and I don't apologize for doing so.

In Flanders fields, the poppies grow  
Between the crosses, row on row,  
That mark our place; and in the sky  
The larks, still bravely singing, fly,  
Scarce heard amid the guns below.

We are the dead. Short days ago  
We lived, felt dawn, saw sunset glow,  
Loved and were loved; and now we lie  
In Flanders fields.

Take up our quarrel with the foe.  
To you, from falling hands we throw  
The torch. Be yours to lift it high.  
If ye break faith with us who die,  
We shall not sleep, though poppies blow  
In Flanders fields.

## ILLUSTRATIVE SPEECH No. 2.

I'm here to-night, as a War Lecture Bureau 5-minute man, to give a little talk on a little advertisement as a text.

This is it—Listen.

"WANTED: One million Canadians to loan Canada five hundred millions and help finish the war. The best of credit and a high rate of interest guaranteed on the Loan. Send marked cheque to The Minister of Finance."

There's a man in the corner who didn't fully catch it. (Repeat.)

Let me ask three questions:

## QUESTION No. 1. WHAT IS A VICTORY LOAN?

It is a campaign to raise by popular loan, half a billion dollars for national use in the conduct of the War; to help pay our way as an Ally; to finance our own industry and production; to help John Bull, war-burdened but war-brave, to carry the titanic load resting on his shoulders, and to show the enemy that Canada has money-power as well as man-power with which to help defeat him.

It is a simultaneous and all-Canadian Campaign for this object. Its challenge has gone out to the whole country, from Dawson City to Halifax; from Victoria to Sydney.

The Victory Loan is a challenge to the men and women, and children too, to all the people of Canada, for bonds speak louder than words.

The Victory Loan affords us stay-at-home Canadians a chance to do our bit—with a bond—and thus to give expression to our pocket patriotism.

## QUESTION No. 2. WHAT IS A VICTORY BOND?

It is an absolute contract with the Dominion of Canada to pay its amount when due and to give a substantial rate of interest thereon half-yearly.

It is backed by the credit of the country; on its right and power to levy taxes as well as all its assets, developed and undeveloped, and all the assets of all the people of Canada.

It has as security every farm, every mine, every factory, every mill, in a word every conceivable form of wealth.

It is given by a country whose resources run high up in the billions and is increasing in spite of war conditions.

## QUESTION No. 3. WHY SHOULD I BUY VICTORY BONDS?

Because I should.

Because the Government asks it.

Because it's the least I can do, and even then I'm getting the best of bargains.

Because I owe it to the boys—on the fighting job—to help finance them.

Because I can't afford to be and don't want to be and am determined not to be a slacker.

Help your country in her fight;  
Buy a Bond;  
Help your money work for right;  
Buy a Bond.  
Help the Allies smash the Hun,  
Help them till the war is won,  
See the job is quickly done,  
Buy a Bond.

In the eternal election these bonds are ballots in favour of right against wrong, of liberty against autocracy, of peace against war. Register YOUR vote.



## ILLUSTRATIVE SPEECH No. 3.

I have five minutes at my disposal to talk Victory Loan.

It is Loan No. 5.

No. 1 totalled.....	\$100,000,000
No. 2 " .....	100,000,000
No. 3 " .....	150,000,000
No. 4 " .....	400,000,000

Or \$750,000,000 in all.

The last was the biggest of all—with over 800,000 subscribers, or one out of every ten of our population—a jump from only 24,000 subscribers to Loan No. 1;—24,000 to 800,000, making an average of \$50 per capita of the entire population. We're going to put No. 4 in the shade with No. 5.

Victory Loan—Did you ever measure and weigh these two words?

VICTORY.—The word is worth the whole price of admission; the Victory that is bound to come: the Victory that is on its way, the Victory that our own boys are helping to win.

LOAN.—A loan that will help to achieve Victory—a loan to our Country, and through it to the Allies—a loan that is as safe as Gibraltar. A loan that is a gilt-edged investment—as good as a mortgage, a promissory note, an endowment insurance policy and a bank deposit in one. A loan backed by the present and potential riches and resources of this rich country, a loan that is backed by the credit of the whole Dominion.

So we are all going to chip in on Victory Loan No. 5.

The Canadian people are going to say to the Finance Minister of Canada,—as they've said before—"how much money do you want this time, Sir Thomas? Just mention the sum. Make it as large as you like. I've a passbook showing a balance that is at my country's disposal. Been saving it up for a year. How will I make out the cheque? Just so. The amount? O.K. There it is, war stamp and all."

The Minister will then give me in return a handsome piece of lithography worth its face value, plus good interest.

And what will he do with my money and yours? He'll put it where it will help pay our national way: help run the war.

For we must remember these facts—that war comes high—that it has cost Canada about a billion thus far—that it will keep on costing as long as the fight continues, and for some time after—that the ordinary taxes we pay meet only a small part of our war expenditure—and that the whole duty of a citizen is not discharged when he pays his taxes. So we tell the enemy that Canada is equal to the demand, that we're as far from national war bankruptcy as the German Emperor is from being the Emperor of the World. That like the Britisher or the Frenchman we haven't touched the bottom of our pockets yet. And that there are piles more of Canadian silver bullets to add to those of John Bull and Uncle Sam.

## THE ENEMY'S FINANCIAL CONDITION.

## GERMANY'S RESOURCES.

The resources of Germany before the war were estimated to be \$80,000,000,000. The annual expenditures then of the Imperial Government were about \$800,000,000. Her debt now is \$30,000,000,000, and her resources and man-power have been severely impaired.

## EXPENDITURES INCREASED FIVE-FOLD.

After the war she is confronted with additional expenditures, growing out of the war, totalling some \$4,000,000,000.

The interest on her war debt, even if the debt grows no larger, will be about \$1,500,000,000. Although she is niggardly in her pensions to private soldiers and their families, \$1,000,000,000 a year would hardly suffice to pay even small pensions to her injured and the families of her soldiers who have been killed. Her war debt must be paid some time, and a sinking fund of 5 per cent would add \$1,500,000,000 to her annual taxation. Here is a total increase of \$4,000,000,000, all due to the war.

The German Government has drained the German people of their gold, even their jewels and heirlooms, and yet the Imperial Bank of Germany now has but little over \$500,000,000 of gold in its vaults. The people of Canada are going to contribute well over this amount to their fifth Victory Loan.

### Synopsis of Speech of Minister of Finance at Winnipeg, October 8, 1918, opening the Victory Loan Campaign.

The Victory Loan is an undertaking of the utmost national importance to the people of Canada. Its success is absolutely essential to our continued prosecution of the war and the maintenance of prosperity upon which our war effort necessarily depends. Canada relies upon the Victory Loan to enable her to "Carry on." Canada has played a great and noble part in the war and no part of Canada has responded to the call more spontaneously and whole-heartedly than Winnipeg and the West. Hardly a house without its representative at the Front; hardly a family without bereavement in the circle of its relationship; Winnipeg has sacrificed greatly and nobly for the cause. It is not necessary in Winnipeg to speak of the achievements of the Canadian forces in France. Their valour has won the admiration of the world and will for all time shed lustre upon the name of Canada. We can all hold our heads higher by reason of what they have done and suffered in Europe. They saved Calais in 1915 and Calais is the key to the invasion of England. They took the famous Vimy Ridge. They have been in the forefront of the victorious fighting of this summer. Where they have led, victory has followed. They were the first to break through the famous Hindenburg line. They were the spearhead of the British attack at Cambrai. Without boasting, they may be regarded as the most formidable fighting unit in Europe to-day. Under Sir Arthur Currie they are playing a great part in crushing the world-menace of German militarism. Our war effort has been a great undertaking for Canada. Our



soldiers are fighting thousands of miles from their homes in the Dominion, from Nova Scotia to British Columbia. Over five hundred thousand called to the colours; over 400,000 sent overseas; it is a wonderful record for the Dominion, with its sparse population of diverse nationality spread over a country as large as Europe. Our men have had to be raised, equipped, given preliminary training in Camps in Canada, carried overseas, trained specially in England and then sent to France. An army constantly requires food, clothing ammunition, pay. For these purposes money must be raised. Finance underlies all the operations of war. To date Canada has spent about a billion dollars on the war. The main purpose of the Victory Loan is to raise money for the continued prosecution of the war until final victory is achieved. Money can be devoted to no higher or nobler purpose than this. The Victory Loan is essential that we may carry on the war. Behind the gun the man, and behind the man must be the dollar. Every Victory bond is a financial soldier fighting against the Kaiser. Canada can show the solidarity of her people and her determination to see the war to a victorious ending by an overwhelming subscription to the Victory Loan.

There is another and most vital national aspect of the matter. The success of the Victory Loan is absolutely essential to the prosperity of Canada and every class and individual in Canada. Canada is a great producing country. We produce much more than we require ourselves and have the balance for export. The value of these exports has enormously increased since the outbreak of war. In the fiscal year 1914 they were \$450,000,000. Last year they were over a billion and a half. Our total international trade for 1914 was a billion dollars. Last fiscal year it was two and a half billions. Increased production, and higher prices have wrought the transformation. The main items of our export trade are agricultural products and manufactures. The value of agricultural exports, including animal produce, has risen from two hundred and fifty millions in 1914 to over seven hundred millions in 1918. The value of manufactures exported has risen during the same period from \$57,000,000 to \$636,000,000. The exports from fisheries, forests and mines all show substantial increases. This is what has kept Canada strong to sustain the burden of the war. It is owing to this that Canada as a nation notwithstanding the great increase in her national debt is in a stronger position economically than at the outbreak of war. Our total bank deposits show an increase since 1914 of over half a billion dollars, and our people during the same period have purchased from their savings over seven hundred million dollars of our War Loan issues. With so much sacrifice as has been endured we should not dwell unduly upon increase in material wealth, but it is most important from the standpoint of our ability to continue the prosecution of the war, apart from other considerations, that the Dominion should be kept sound and strong financially. The Victory Loan is a vital factor in the creation and continuance of our prosperity. The great bulk of our chief exports are bought by Great Britain for the use of her civilian population at home and her armies in the field. She buys the salmon catch of the Pacific, she buys the exportable surplus of the wheat of the western prairies and of the flour manufactured from it. She buys the cheese of the eastern dairy farmer. She buys the output of the hundreds of munition plants of Canada which in turn take the

product of our great steel plants. This means the employment of tens of thousands of operatives. Our great shipbuilding yards are filled with orders for tonnage. How does Great Britain pay for all these products? For the greater part the Dominion Government furnishes her with the money. Where do we get the money with which to supply her? From our Victory Loans. Last year's Victory Loan was the means of finding a market for hundreds of millions of dollars of our products. It has kept Canada prosperous in all departments of national activity. Without it our farmers must have failed to sell a large part of their produce and hundreds of our factories must have closed. Generally speaking we can only find a market for what we can finance. This is owing to war conditions and their effect upon international exchange. The immense distribution of money in Canada from the proceeds of the last Victory Loan has spread through all classes of the community. It has provided wages for the artisan, rents for the landlord, trade for the wholesale and retail merchant, business for the manufacturer, a profitable domestic and foreign market for the farmer, fisherman, lumberman, miner. Our Victory Loans are really furnishing the working capital of the nation during the period of the war. They have also created the investment moneys which have subscribed our provincial and municipal issues. These amounted during the last year to sixty million dollars. Apart from patriotic grounds it is the direct, immediate personal interest of every citizen of Canada to contribute to the Victory Loan. Its success means five hundred million dollars of new business for Canada. How does Great Britain repay us for these vast credits which we are extending to her for the purchase of grain, foodstuffs, ammunition and other supplies in Canada? In great measure by lending us in London the funds required to maintain our reserves in England and our forces in France. We do not send gold abroad for this purpose or buy sterling exchange. We extend credits to Britain here to purchase our products. Britain extends credits to us in England to pay our war expenditure abroad. The balance of accounts is to-day in our favour to an amount considerably exceeding one hundred million dollars. For the first year after the outbreak of war Canada borrowed from Britain for our war expenditure. We had been a borrowing country and had many obligations maturing abroad. For exchange and other reasons it was necessary to borrow in England during the first year of the war. Then exchange changed against England and in favour of America and we borrowed in United States and Canada. In connection with all our war financing we must bear in mind how close has been the connection between the New York market and our markets. Our rates of interest and terms of loans have been largely dependent upon New York rates and terms and the financing of the Allied Governments there, particularly Great Britain. The Anglo-French loan of five hundred millions in 1915 and the subsequent enormous borrowings in New York by Great Britain at high rates of interest and the subsequent decline in the market value of these and other securities of Allied Governments has had a powerful influence upon rates of interest upon our Dominion issues and those of our provinces and municipalities during the past three years. During the period of the war Canadian Governments, Dominion and Provincial, and our municipalities, railway and industrial and other companies have sold in the United States an aggregate of no less than five



hundred and fifty million dollars of securities at rates and upon terms in keeping with the market conditions which have prevailed there. Our domestic war loans have been successful beyond our utmost expectations. The people have responded magnificently and the credit belongs to them. The policy of the Government has been to pay rates and offer terms fairly in keeping with market conditions. Patriotic sentiment is of the greatest importance in promoting the success of war loans. But where the volume of borrowing is on a vast scale it is essential that the business aspect be also considered. This is especially true where large amounts must be obtained from the investing classes and from institutions like life insurance and other financial companies which must earn a certain average rate upon their investments and to whom other attractive securities offer a higher interest yield than those of our war loan issues. All these factors must be carefully considered in successful war finance. The maintenance of market for the securities after issue is also of extreme importance.

Canada to-day is in the fortunate position of issuing her second Victory Loan at a time when the securities of the first Victory Loan stand above their issue price to the public. The best future customer is the pleased customer of the past. What an advantage to Canadian finance after the war, if as was most probable, every holder of Canadian bonds would see them quoted on the market at a premium over their issue price. No matter what happened abroad, Canada would in such circumstances be able to carry on her further financing within her own frontiers. The rate of interest upon the new loan is most attractive to all. This is a case where each subscriber in helping Canada would also benefit himself. The fact that the great body of Canada's war loans will be held by our own people was one of the strongest factors in our economic situation. If Canada had been obliged to borrow her war expenditure abroad, the result would have been most serious to the future of the Dominion. Prudence enjoins upon all to-day the duty of saving their money for the period of readjustment which will follow in the wake of the war. What better investment for this money than a bond of Canada backed by all its resources joined to the industry, intelligence, and enterprise of the great Canadian people. Over two hundred million dollars of last year's Victory Loan was furnished by eight hundred thousand subscribers of amounts of five thousand dollars and under. Subscribers of from five thousand to one hundred thousand took eighty millions. Over one hundred millions were in subscriptions of one hundred thousand and over. This year we shall expect at least five hundred million dollars from over a million subscribers. Canada's domestic war issues have been so made that their maturities, extended over periods of five, ten, fifteen and twenty years, will give no serious difficulty to future Governments. To have adopted the principle of short date financing in the expectation that the war would not last long would have been a fatal error as the principal of large issues would have fallen due at a time when immense sums of new money would be required. Short date financing is always dangerous. The way to make the winter pass quickly is to discount a three months' promissory note in January. In public finance it is always sounder, when future conditions are uncertain, to boldly face the interest rates and spread maturities over long periods. The outlook for the success of the Victory Loan is most

promising. The savings deposits in our chartered banks materially exceed those at the same period of last year. Agriculture is prosperous and business active. Wages are high and there is no unemployment. The national spirit is strong and resolute for the continued prosecution of the war. Canada will never falter until the purpose of the Allies is accomplished and Prussian militarism, with all that it stands for, is utterly overthrown. On all fronts our armies are victorious. The way may still be long but the issue is not in doubt. We begin to see the goal of all our efforts and sacrifices. This is in very truth a Victory Loan and there is no doubt as to the response to its appeal to the Canadian people.

The oldest proverb: "As safe as a Government Bond".

## WHY THE NEW LOAN SHOULD BE SUCCESSFUL.

### From the Chairman, Dominion Executive Committee, Victory Loan, 1918.

With regard to Canada's 1918 Victory Loan, it is imperative that it should be well over subscribed, and even more successful than the 1917 Loan.

This is necessary, first, because we cannot continue to do our part in the war without the required funds; secondly, because we cannot obtain those funds unless the national activities are maintained at high pressure; and thirdly, because that end cannot be accomplished unless we finance the national activities which have such a vital bearing on the international situation and the conclusion of the war.

It would be a disastrous error were we to be lulled, because of our prosperity, into a misunderstanding of the real situation. It cannot be emphasized too frequently that the safety of our national structure and our participation in the war depend entirely upon the results of the 1918 Victory Loan.

Our prosperity during the last year was a direct result of the response to the Loan issued last fall. The continuance of our prosperity during the coming year will depend upon the degree of success achieved by the Victory Loan of 1918. Unless we do even better than a year ago we will jeopardize the prevailing prosperous conditions and activities which, in turn, allow us to participate freely in the conduct of the war.

There is not a legitimate reason why on this occasion we cannot better the results of the previous loan. We have done well in the past, both in the aggregate and per capita. At the same time we realize that our position in Canada is a fortunate one, compared with that of European countries which are in the immediate zone of war. No one can reasonably contend that we have yet achieved the best possible results in regard to the raising of War Loans. The evidence of better latent efforts is apparent on every hand. It remains only to organize and give effect to these efforts. There are substantial indications of Canada's ability to subscribe another large Victory Loan, because the national activities allowing the nation to make such a record have continued in a marked degree, making it possible to repeat and better the 1917 Victory Loan and the general record of the Country.



Great Britain having borne a tremendous burden of war for four years cannot be expected to finance her war purchases in this country. The United States is perfecting a vast war machine. Her financial resources are required for that purpose, and to place credits at the disposal of the Allies. It is necessary, therefore, that Canada should raise the funds required, not only to carry on our normal and war activities, but also to advance substantial sums to Great Britain for her purchases here.

While in the United States the people have been asked to subscribe a Liberty Loan every few months, we, in Canada, have not been asked to subscribe a war loan since November 1917. This is an enormous advantage in every way. The long respite from War Loan Activities has enabled the 1917 Victory Loan to be splendidly absorbed and distributed; has in addition created a healthy market for provincial and municipal bonds, and has allowed business generally to proceed without the temporary halt which war loan issues always bring. Furthermore, it is not too much to say that the maintenance of this market price of the 1917 Victory Loan at the issue price, and the recent advance in the issue price, constitute a record in war finance.

If satisfactory results are achieved with Canada's 1918 Victory Loan the funds raised thereby will supply our needs for another year. That is an additional reason why every effort should be made to make the Loan an unqualified success.

## THE TWO KINDS OF THRIFT.

Sir George Foster said not long ago:

"There is a difference between thrift and economy and elimination of non-essentials without any word before them and between those same words when you put the little word "war" in front of each of them. Thrift, economy, elimination of waste—they are duties at any time, and in peace times we have not been sufficiently alive to those obligations. We are still a wasteful people in Canada. We are learning thrift, but we have a great many things to learn and a great progress to make.

In normal times, thrift, economy, elimination of waste and saving, has nearly always a selfish element connected with it. You are saving in order that you may build up for a rainy day for the family, in order that you may have more leisure and pleasure in life by spending what you have saved in the meantime. When you put the word "war" before those words, you will give yourselves an absolutely different motive for thrift, economy, elimination of waste and non-essentials. Before, you did it with a more or less selfish motive. With "war" before it, you are on the plane of sacrifice. Because there is a war on and because our position in the war is at stake, we have a new motive for saving.

What are the purposes of saving in war time?

First, the broad, humanitarian purpose. Every time we sit down and eat our generous meals visions of starvation elsewhere tell us "Eat no more than is necessary for your bodily existence, for your neighbour,

maybe thousands of miles away, but still your neighbour, has a claim upon you". That, if kept before us, should stir up a desire for economy in food. Unless we do save, Britons, Frenchmen, Italians,—our Allies in Europe,—will be starving before the year is out. We must save on humanitarian grounds and on the grounds of the salvation of ourselves.

Second, to create a war fund. I always thought Britain was rich. Do you know that last year Britain wanted from Canada some thirty million dollars worth of cheese. She needed it; asked for it. We prepared the means by which it could be bought. When it was bought, Great Britain could not put a shilling into our hands to pay for that cheese. Britain requires wheat and flour from our country. Last year, we had a hundred and more million bushels of surplus. Britain and our Allies wanted it; we sent it. Britain could not send us a pound note to pay for the wheat and flour. We had to make our own arrangements on this side of the water so that the wheat could be advanced to Britain; and so it will be until the end of the war. All we save should go into the war fund, so that cheese, meat, wheat and flour can be sent to the Allies and so that the farmers who raise these things can be paid out of our savings for their crops."

## HINTS TO SPEAKERS.

Speakers are advised to make up their own speeches.

Material is provided in this Bulletin for the purpose.

Illustrative speeches are printed in these pages, but no one can write another man's speech, and these specimen talks are mere suggestions.

What is the ideal five minute speech?

First, it should have INTEREST. The first sentence must "call the audience to attention". Speeches, particularly five minute speeches, are won or lost on the first phrase. What follows must be INTERESTING at all costs. It must appeal to the imagination of the audience or to their sense of humour or of pathos, or to their fighting spirit, but IT MUST APPEAL. Every sentence must be there with a purpose. The whole speech must be either new matter or old matter in new form.

Secondly, it should have VIGOUR, or in other words "punch". A five minute speech should have no more than three "points", and these must be real points. A five minute speech, like a good story, has characteristics all its own. Few words, crisp style, forceful delivery. You cannot preach a sermon in five minutes. You cannot read an essay in five minutes. You can only make a five minute speech.

A five minute speech must be over in five minutes. The speaker has no time to change his mind, no time to say things "off the point", to insert "fill in" material. If he does, he will lose his audience and spoil his message.

The "soap box orator" knows how to make a five minute speech, but he can be beaten at his own game if we take the trouble.

Our men have GONE ACROSS to protect us; now let's COME ACROSS to protect them.



## CANADA'S WAR FINANCE.

## GOVERNMENT LOANS ETC.

In addition to our various war loans (See page 4.) a large number of War Savings Certificates and a considerable amount of debenture stock have been sold, bringing the Government's borrowings from the people of Canada since the beginning of the war to the total sum of \$756,000,000, or in other words, \$100 per capital of the population of the Dominion.

Over and above the domestic loans, Canada has issued between the years 1915-17 in Great Britain and in the United States, securities totalling more than \$307,000,000.

ADVANCES BETWEEN THE DOMINION GOVERNMENT  
AND GREAT BRITAIN.

Since the outbreak of war to March 31, 1918, Canada has established credits on behalf of the Imperial Government to the amount of \$532,816,397. Through these advances Great Britain was able to finance the purchase of foodstuffs, hay and other commodities, and to carry on the operations of the Imperial Munitions Board in Canada.

In addition to the above, Canadian chartered banks have advanced to the Imperial Government through the medium of the Minister of Finance the sum of \$200,000,000 for the purchase of munitions and wheat. This was made possible by the large savings deposits in Canadian Banks, which since August, 1914, despite the withdrawals for subscription to war loans, have increased by \$276,000,000.

On the other hand, Great Britain has made advances to the Dominion totalling \$534,450,826. These credits were chiefly for the maintenance of the Canadian troops overseas.

FROM LIEUT.-GENERAL CURRIE TO THE MINISTER OF  
FINANCE.

"You are about to launch another Victory Loan campaign, the result of which will be watched with interest by every Canadian soldier in France. We have just won our third great battle since August 8th, in which the Canadian Corps has met and defeated forty-seven of Germany's best divisions, has captured twenty-eight thousand prisoners and more than five hundred field and heavy guns, and has liberated sixty-nine towns and villages. Great as have been the material results, the moral victory is greater. The remarkable achievements would not have been possible without the loyal support and encouragement from home. A continuance of that support is imperatively necessary to consummate the final victory, of which we are all confident. The people of Canada, will, I am sure, respond most generously to your appeal."

Our army is winning victories in the field with shells; we must not forget the need for a victory with dollars at home.

## REVENUE AND EXPENDITURE—MARCH 31, 1914—MARCH 31, 1918.

	Revenue.	Expenditure,— Consolidated Fund.
1914-15.....	\$133,073,481	\$135,523,206
1915-16.....	172,147,838	130,350,726
1916-17.....	232,701,294	148,599,343
1917-18.....	261,125,459	179,853,534

The Consolidated Fund expenditure for 1917-18 includes payment of interest, estimated at \$45,000,000 and pensions of some \$7,000,000, or \$52,000,000 altogether, whereas prior to the war the outlay on interest was but \$12,000,000 and on pensions practically nil.

	Expenditure,— Capital Account.	Expenditure,— War Account.
1914-15.....	\$41,447,320	\$ 60,750,476
1915-16.....	38,566,950	166,197,755
1916-17.....	26,880,031	306,488,814
1917-18.....	43,536,563	342,762,687

Up to March 31, 1918, the total outlay for the War was approximately \$875,000,000. This amount includes all expenditures in Canada, Great Britain and France and is also inclusive of the upkeep of the troops overseas. During the past two fiscal years there has been applied to war expenditures, by way of surplus of revenue over ordinary and capital outlays, the sum of \$113,000,000. The interest and pension payments attributable to the War amount for the entire war period to approximately \$76,000,000. These also have been provided from the Consolidated Revenue Fund.

## NET DEBT.

The net debt of Canada, which before the war stood at about \$336,000,000, has now passed the billion-dollar mark, and it is estimated that when the accounts for the year 1917-18 are closed, it will reach, approximately, \$1,200,000,000. The increase is almost entirely attributable to war expenditures.



The Way to Victory

*must be paved by*

# VICTORY BONDS

**Q** OUR BOYS must have a solid footing and a solid backing to reach the heart of Germany. VICTORY BONDS will pave the way and back them up, and keep the wheels of industry turning in Canada.

SHOW THE WORLD HOW MUCH CONFIDENCE  
CANADA HAS IN HER ARMY.

Buy Bonds to Your Limit